

**Join us at “*Building a Wealth of Community Health*” on Wednesday, March 6, 2013
Longwood University, 201 High Street, Farmville, Virginia 23909**

“*Building a Wealth of Community Health*” is a collaborative effort among the Virginia Department of Health’s Tobacco Use Control, Healthy Eating/Active Living, Healthy Communities, and Diabetes Prevention and Control Projects. Each training seminar is a one-day event featuring speakers from national, state, and local health organizations. Attendees may include: local and state coalition members, local health district staff, school personnel, community planners, and other partners.

The Goal

The goal is to provide resources and enhance skills to facilitate implementation of evidence-based strategies in community health promotion and chronic disease prevention. The training is packed with dynamic presentations and roundtable discussions to equip attendees with the tools they need to implement evidence-based initiatives and programs in their communities.

AGENDA

7:45 – 8:30 a.m. – Registration and sign-in.

8:30 - 9:10 a.m.

- 1) Welcome
- 2) Recognition of Local Hosts
- 3) Recognition of Coalitions and ACHIEVE Communities

Session One

9:15 a.m. – 10:45 a.m. Training (Select One)

A. Healthy Eating/Active Living: Panel Presentation

Eat to Live, Not Live to Eat

Leslie Hoglund, Ph.D. Candidate, M.Ed., CHES - Central Virginia Health District

The “Eat Healthy” initiative was launched by the ACHIEVE Coalition in partnership with Live Healthy Lynchburg to implement strategies to make healthy food affordable and accessible in the community.

Participants will:

- 1) Understand how to assess community nutrition needs and assets.
- 2) Create momentum on tackling identified needs to improve healthy food access, affordability, and availability.

- 3) Take away concrete strategies to address community nutrition gaps and food insecurity.

Go Local! Virginia Farm to School Program – Leanne DuBois, Program Manager, Division of Promotions and Market Development, Virginia Department of Agriculture and Consumer Services

Farm to School is a school-based program that connects schools and local farms. The program allows for fresh and healthier options for students and opens new markets and economic opportunities for small to medium sized regional farmers. Program will highlight innovative and inspiring success stories and opportunities to get involved.

Participants will learn:

- 1) About recent program innovations.
- 2) How to engage the community.
- 3) How to develop support for agriculture and healthy eating.

B. Healthy Communities:

Health and Place: How Where We Learn, Live, Work and Play Affects Us

Karen Whitacre, Healthy Communities Program Coordinator, Virginia Department of Health

This workshop will introduce participants to the use of environmental approaches as a strategy to create community change and improve public health. Interactive approaches will be utilized to understand how environmental approaches can improve communities.

Participants will:

- 1) Obtain an overview of environmental, policy, systems changes.
- 2) Understand the advantages of utilizing environmental approaches as compared to individual approaches.
- 3) Understand how where an individual lives affects their health.
- 4) Learn about the implementation of specific environmental approaches for healthier communities.

C. Tobacco Use Control and Prevention:

Application of the Dillon Rule –

Neal Graham, CEO, Virginia Community Healthcare Association

The presentation will focus on describing the origins of the “Doctrine of Limited Powers” as defined under the Dillon Rule and its unique application under the Virginia Constitution.

Participants will also discuss the potential for using the Dillon Rule to enact local tobacco taxing and clean air ordinances.

Participants will:

- 1) Gain an understanding of the origins of the Rule.
- 2) Gain an understanding of the application of the Rule unique to Virginia.
- 3) Develop strategies to apply the Rule to tobacco control activities.

Enforcement of the Virginia Indoor Clean Air Act –

Gary Hagy, Acting Director, Office of Environmental Health Services, Virginia Department of Health

Participants will hear:

- 1) A brief summary of the Virginia Indoor Clean Air Act as it relates to smoking in restaurants.
- 2) A brief summary of VDH enforcement responsibilities under the Virginia Indoor Clean Air Act.

TEN MINUTE BREAK

Session Two

10:55 a.m. -12:15 p.m. Training (Select One)

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12:15 – 1:15 p.m. – LUNCH – Courtesy of the American Cancer Society. Thank you for your generosity and support!

1:30 – 2:30 p.m. - Keynote Presentation

“Building a Wealth of Community Health”

Kerry W. Gateley, M.D., MPH, CPE

Director for the Central Virginia Health District, Virginia Department of Health

FIFTEEN MINUTE BREAK

Round Table Sessions

2:45 – 4:15 p.m. – Interactive ROUND-TABLE Discussion Sessions (SELECT SIX – 30 minutes each. While you will attend three, maximum participation is 12 attendees. We will enroll the round table sessions on a first come, first served basis.)

Round-table sessions will include a variety of expert presenters who will provide evidence-based programs, strategies and resources.

- 1) *National Diabetes Prevention Program* – Melissa Canaday, President, Omnicity
The CDC-led National Diabetes Prevention Program is designed to bring to communities evidence-based lifestyle change programs for preventing type 2 diabetes. It is based on the Diabetes Prevention Program research study led by the National Institutes of Health and supported by Centers for Disease Control and Prevention. This round table discussion will review the National Diabetes Prevention Program, how it was implemented in the community and the planning involved. Also, a review of the successes and challenges will be discussed.
Parts:
 - 1) To provide an overview of the National Diabetes Prevention Program.
 - 2) To discuss implementation of the Diabetes Prevention Program.
 - 3) To discuss successes and challenges with implementing the program

- 2) *How to use FAX Referrals Effectively* – Janis M. Dauer, MS, CAC; Executive Director, Alliance for the Prevention and Treatment of Nicotine Addiction
The free state tobacco use cessation quitline, Quit Now Virginia, is a very high-quality and effective service, but... it only works when it's used! Would you like to be able to increase quit attempt and success rates by about tenfold? The Fax-to-Quit procedure generates a call from the quitline to the tobacco user and provides healthcare settings with individual referral outcome reports, too. Find out in this session how you can

access the Fax-to-Quit program in Virginia - it's free, easy, and only takes a few minutes.

Participants will:

- 1) Understand how the quitline fax referral protocol works.
- 2) Learn how to register to fax refer tobacco users to the state quitline.
- 3) Learn about the data reports registration will generate and how they can be used.

- 3) *Ownership at Every Level – Healthy Food Options and Policies in Schools* – Brian Kiernan, Foodservice Director, Fredericksburg City Public Schools and David Baker, Chief Financial Officer, Fredericksburg City Public Schools

Participants will learn about:

- 1) School nutrition goals and priorities.
- 2) How to sell the “vision” – Personnel Training and Growth.
- 3) Breaking the stereotypes.
- 4) Reducing the “competition.”
- 5) Increase and improve the options.
- 6) Healthier Options, but “don’t forget the taste.”
- 7) Incorporating school gardens and farmers’ markets.
- 8) Increasing participation through creative meal pricing.

- 4) *NAP SACC* – Kate Alie, MS, RD; Obesity Prevention Coordinator, Virginia Department of Health

Nutrition and Physical Activity Self-Assessment for Child Care (NAP SACC) assists child care facilities in improving their nutrition and physical activity environments, including policies and practices, for the prevention of obesity in preschool age children. The NAP SACC program targets child care policy, practice and environmental influences on nutrition and physical activity behaviors in young children.

Participants will:

- 1) Understand the consequences of childhood obesity
- 2) Understand the steps of the NAP SACC intervention
- 3) Be able to navigate through the NAP SACC website in order to do the online consultant training

- 5) *Safe Communities* – Heather Board, MPH; Injury and Violence Project Manager, Virginia Department of Health

Safe Communities America, a program of the National Safety Council, is a proven approach to community injury reduction structured around a broad coalition of

community partners - involving business, civic organizations, local government, non-profits, and local residents.

Participants will:

- 1) Understand the burden of injury on Virginia.
- 2) Learn about the public health approach on addressing injuries in their communities.
- 3) Learn how to become a Safe Community.

6) *Do You Live In A Healthy Community?* – Karen Whitacre, Healthy Communities Program Coordinator, Virginia Department of Health

The Virginia Healthy Communities Checklist – An Abbreviated Community Health Assessment Checklist

Participants will:

- 1) Learn about the purpose of a community health assessment.
- 2) Review different methods of community health assessment.
- 3) Be introduced to the Virginia Healthy Communities Checklist and review how it could be implemented in a community.

7) *Regional Collaborative for Chronic Disease Prevention* – Robert Reitz, Regional Community Coordinator for Heart Disease and Stroke Prevention, Virginia Department of Health

Participants will learn about Region 4's efforts to build coalitions focused on preventing Cardiovascular and Chronic Disease. Robert will also discuss some specific initiatives of the Richmond City Health District to address chronic disease issues and to promote an active and health lifestyle.

8) *Using a Cancer Coalition to Support Tobacco Prevention Through Grassroots Advocacy* - Katie Donnini, Vice-President Grassroots, Alliance Group

Participants will learn about using cancer coalitions to support tobacco prevention through grassroots advocacy.

Participants will:

- 1) Learn about the benefits of working in coalitions to achieve mutual goals, a description of Cancer Action Coalition of Virginia (CACV) will also be given.
- 2) Review examples of tobacco grassroots events that have been carried out through coalition participation.
- 3) Learn about tobacco policies that exist in Virginia.

9) *Creating Policies Around Healthy Eating, Active Living, and Workplace Wellness* – Carla Jones, MUEP; Program Associate, Charlottesville Office, The Institute of Public Health Innovation

This roundtable discussion will focus on techniques and resources for adopting policies that promote healthy eating, active living, and workplace wellness in your

city or town. Staff from the Healthy Eating, Active Living (HEAL) Cities & Towns Campaign will provide assistance and share resources with local government officials, staff, and community organizations looking to institutionalize change through policy in their own communities.

Participants will:

- 1) Learn about the services and programs of the Institute for Public Health Innovation and the Healthy Eating, Active Living Cities & Towns Campaign.
- 2) Gain knowledge on what healthy eating, active living, and workplace wellness policies are currently in place in municipalities across Virginia.
- 3) Learn what successful policies other participants have implemented.

10) *Strategic Planning for Coalitions* - Dana Wright, Program Manager, Lynchburg Youth Services and Leadership Member of Healthy Individuals through Prevention and Education (HiPE) Coalition

How Healthy Individuals through Prevention and Education (HiPE) coalition expanded its mission to include broader health focus.

11) *Developing a Community Action Plan for the Lynchburg ACHIEVE Community* – Leslie Hoglund, Ph.D. Candidate, M.Ed., CHES - Central Virginia Health District

Round-table discussion regarding the Lynchburg ACHIEVE Coalition and grant objectives. Learn the utility of the Community Health Assessment and Group Evaluation (CHANGE) Tool to gain an understanding of policy and environmental assets and needs.

Participants will:

- 1) Understand how ACHIEVE enables local communities the ability to help prevent and manage health-risk factors for chronic diseases.
- 2) Create momentum on how you construct how you organize a coalition and employ them in the CHANGE Tool assessment.
- 3) Use the CHANGE Tool to evaluate an example locality.
- 4) Develop a mock action plan that addresses identified needs and enhance community assets.

12) *How to Build an Effective Coalition*- Kevin L. Chandler, Prevention Specialist, Southside Community Services Board

During this round- table, participants will learn how to build and maintain a diverse, multi-sector team of partners (including business, healthcare, education, government, public health, funders, and community leaders/advocates).

Participants will learn:

- 1) How to recruit diverse stakeholders from multiple sectors
- 2) How to build a common knowledge base

- 3) How to bring together stakeholders to develop the group's vision, mission and values statements

13) *Host Round Table* – American Cancer Society – Keenan Caldwell, American Cancer Society – Mid-Atlantic, Director of Government Relations

This round table will offer educational and promotional materials from the American Cancer Society, as well as an opportunity to speak with Mr. Caldwell about current initiatives and programs of the American Cancer Society.

Registration is FREE! You must register to attend, so register today. Join us in making Virginians healthy, one community at a time. You don't want to miss this event!

Name: _____

Organization: _____

Phone: _____

Email Address: _____

Box lunch selection* Turkey _____ or Vegetarian _____

* If you have any food allergies or dietary restrictions, we recommend that you provide your own lunch.

PLEASE REGISTER YOUR SELECTIONS

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Registration is Free - Seating is limited, registration is required.